

A.N.M Tech Solutions LLC

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Purpose and Goals

The purpose of this website is for my own registered business. I have been operating this as side business for several years for additional income to my current job, where I provide security camera installations, network cabling, networking and internet consultation for residential and small businesses. The goal of this website is to generate additional traffic to grow this business from just "word of mouth" to generating a more substantial client base.

Target Audience

The target audiences are residential customers to small business. Visitors to this website will be small business owners and residential clients looking to have the services I provide. Consultations on what they would need to setup security cameras and networking within their home/business. I will be sharing this website with family and existing clients I have, advertising on business cards and other forms of media. I hope to provide a vibrant website that looks professional with a smooth user friendly interface.

Competitor Analysis with Examples

There are a lot of companies offering similar services and even more. I will stand out by listing years of experience, customer service and try to build a smooth responsive website

- <https://aaronshometech.com/> very smooth interface, videos are a little blurry, specific color scheme, hyperlinks for easy navigation.
- <https://www.ontechsmartservices.com/> very professional, clean, nice layout and very detailed.
- <https://geeksonsite.com/> easy to follow layout, specific color scheme, might be a bit cumbersome.

Content Strategy

There will be stock images pertaining to service provided and images from previous consultations and installs.

Navigation

Layout with start with stock images of networking devices, cabling and security cameras.

Mission statements will be on the 1st page along with stock images, there will then be pages with services provided along with images of actual installs, then options to setup scheduling consultations with calender and message box for service inquiries. Additional pages will contain customer testimonials(at their consent) totaling about 5-8 pages.

Font Families

Fonts TK

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